

The Good Future: Travel & Tourism



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gerdtube.com



futuristgerd.com



thegoodfuturefilm.com

**“The Future exists first in IMAGINATION,
then in WILL, then in REALITY”**

(Barbara Marx-Hubbard)

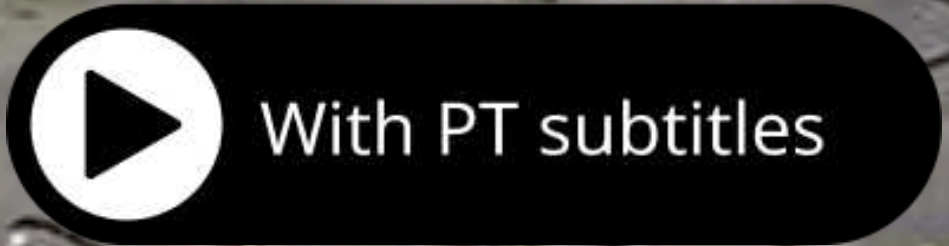
Your Mindset contains your future

The Future is defined by the CHOICES WE MAKE TODAY





THE GOOD FUTURE



www.thegoodfuturefilm.com

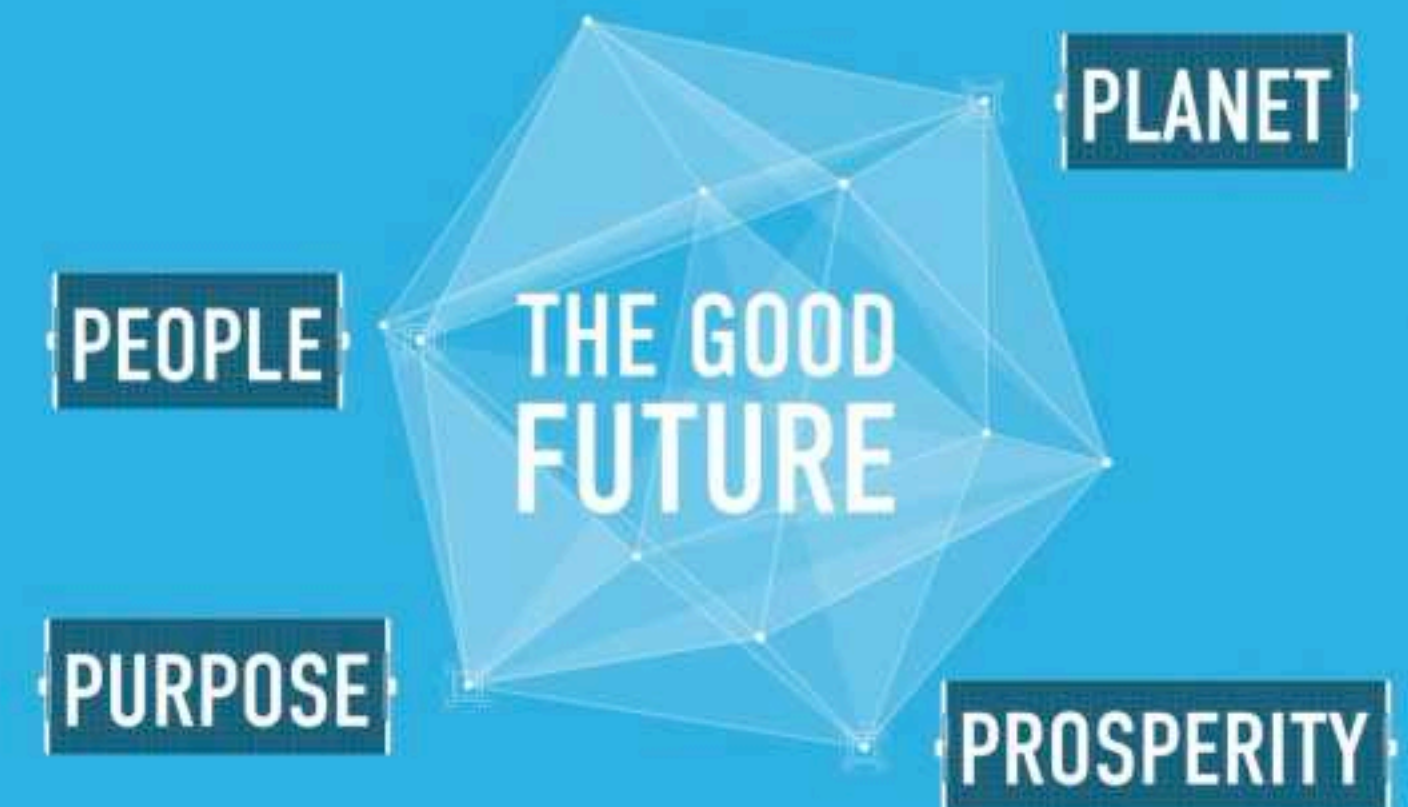
The 3 Travel & Tourism Revolutions

DIGITAL REVOLUTION

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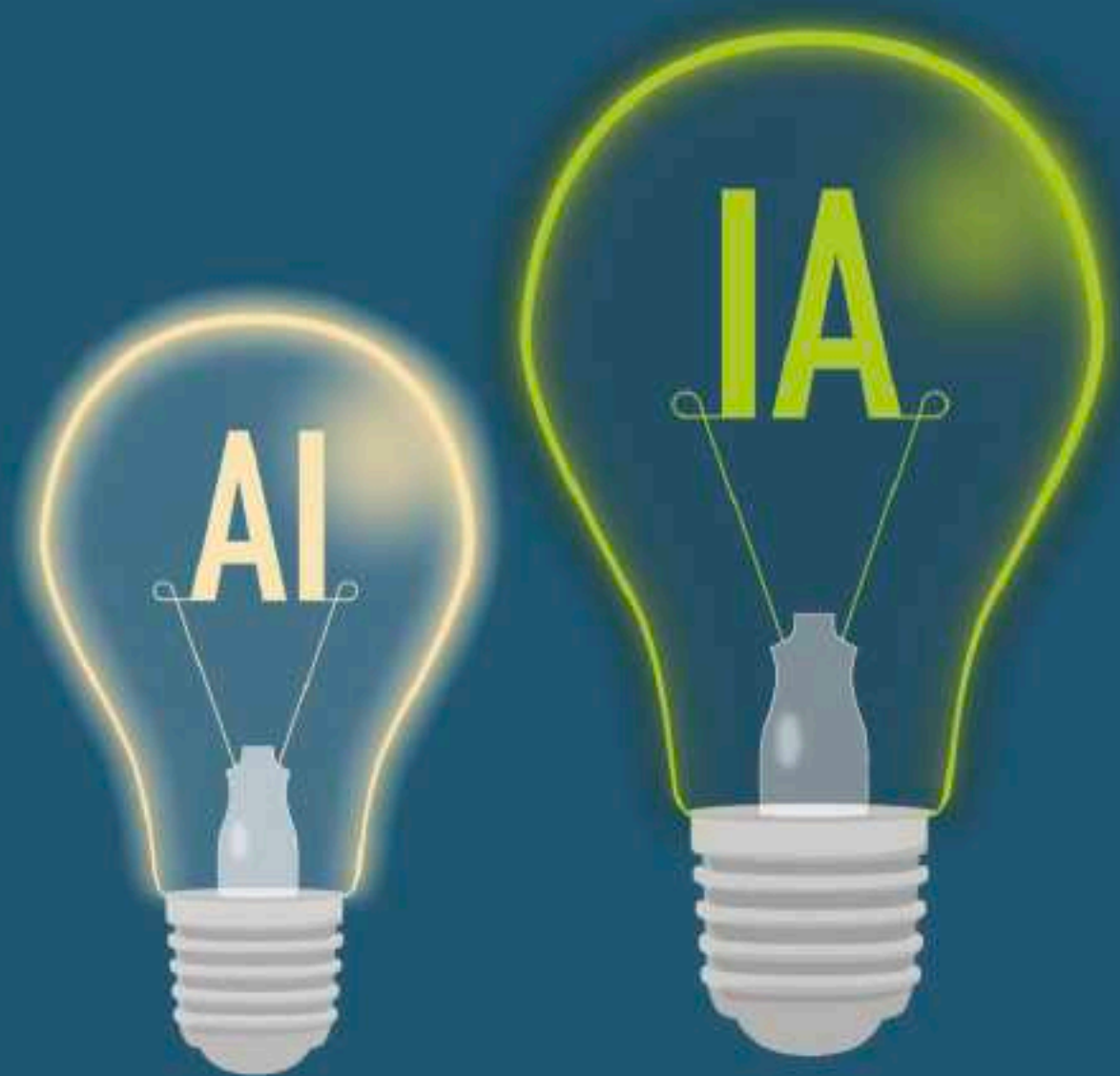
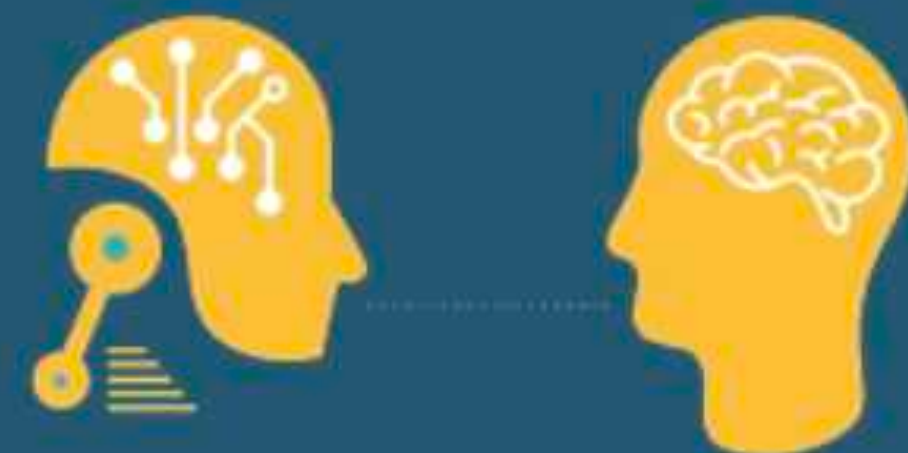
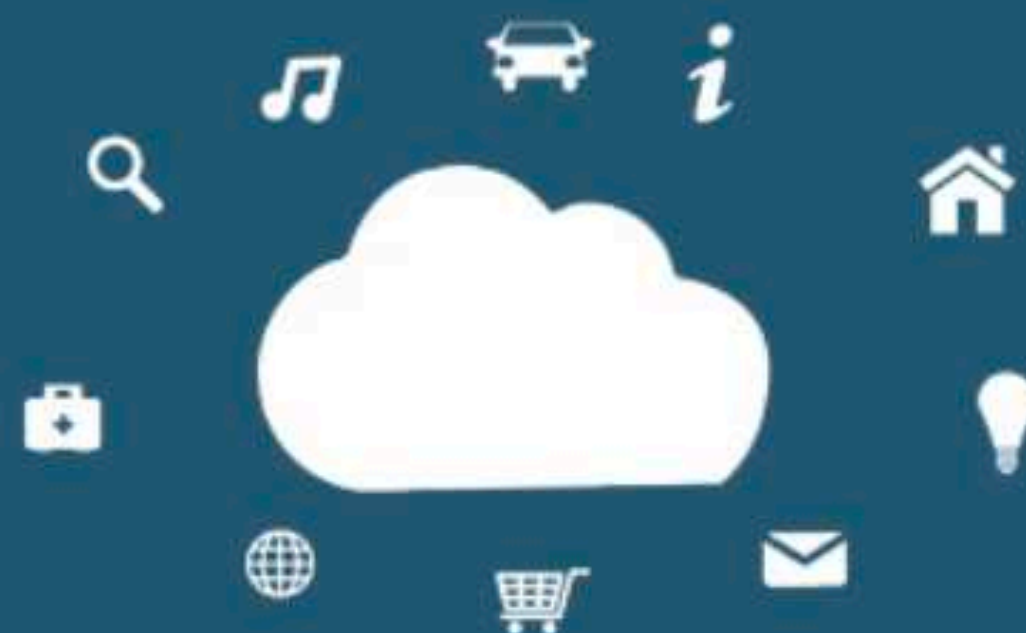
SUSTAINABILITY REVOLUTION

PURPOSE REVOLUTION





DIGITAL REVOLUTION



A happy American tourist in Porto, Portugal, with the river in the background, oil painting style



DALL·E

Generate

Lensa.ai



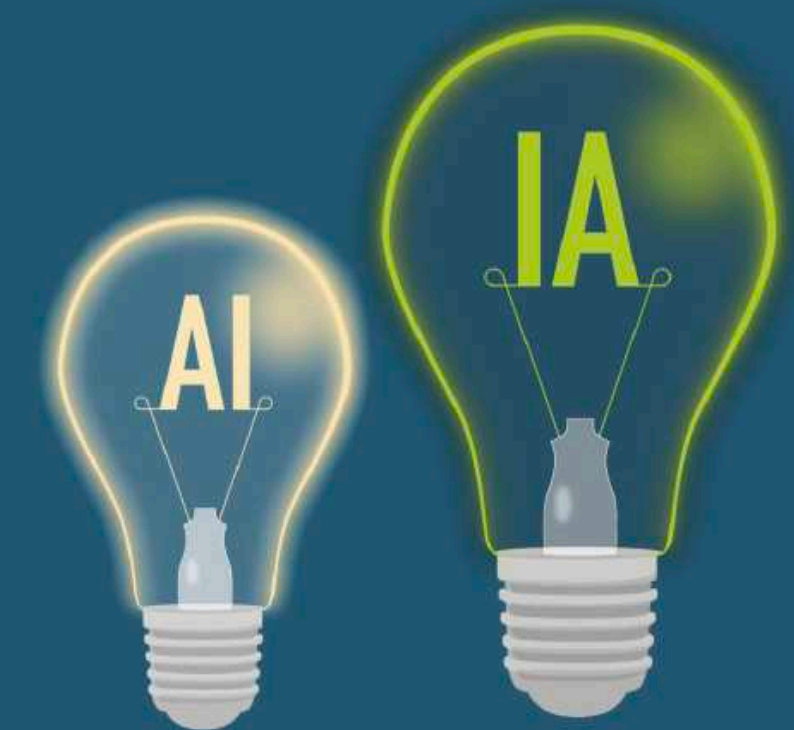
an oil painting of Angry locals protesting against airbnb in portugal, seen from 2030

Generate





Lensa.ai





ChatGPT is a chatbot trained using the GPT-3 language model. It uses natural language processing to generate responses to user input in a conversational manner.





No, I am a virtual assistant created by a computer program. I do not have consciousness or the ability to feel emotions like a human. I exist only to provide information and assist with tasks within the limitations of my programming.



↶ Try again



ChatGPT is optimized for dialogue. Our goal is to make AI systems that improve our systems and make





What is the future of travel and tourism in Portugal, for the next 10 years



It is difficult to predict with certainty what the future of travel and tourism in Portugal will be over the next 10 years. However, it is likely that the industry will continue to evolve and adapt to changing circumstances such as technological advancements, shifts in consumer behavior, and global economic and political developments.

One potential trend that may affect the travel and tourism industry in Portugal over the next decade is the increasing popularity of sustainable and eco-friendly tourism. As more and more travelers become concerned about the environmental impact of their travels, it is likely that destinations that can offer sustainable tourism options will become more attractive. Portugal has a number of initiatives in place to promote sustainable tourism, such as the "Green Destinations" program, which aims to reduce the environmental impact of tourism and enhance the

Asking the the GPTChat-Bot about the Future of Tourism



What are the implications of generative AI for marketing of the travel industry?



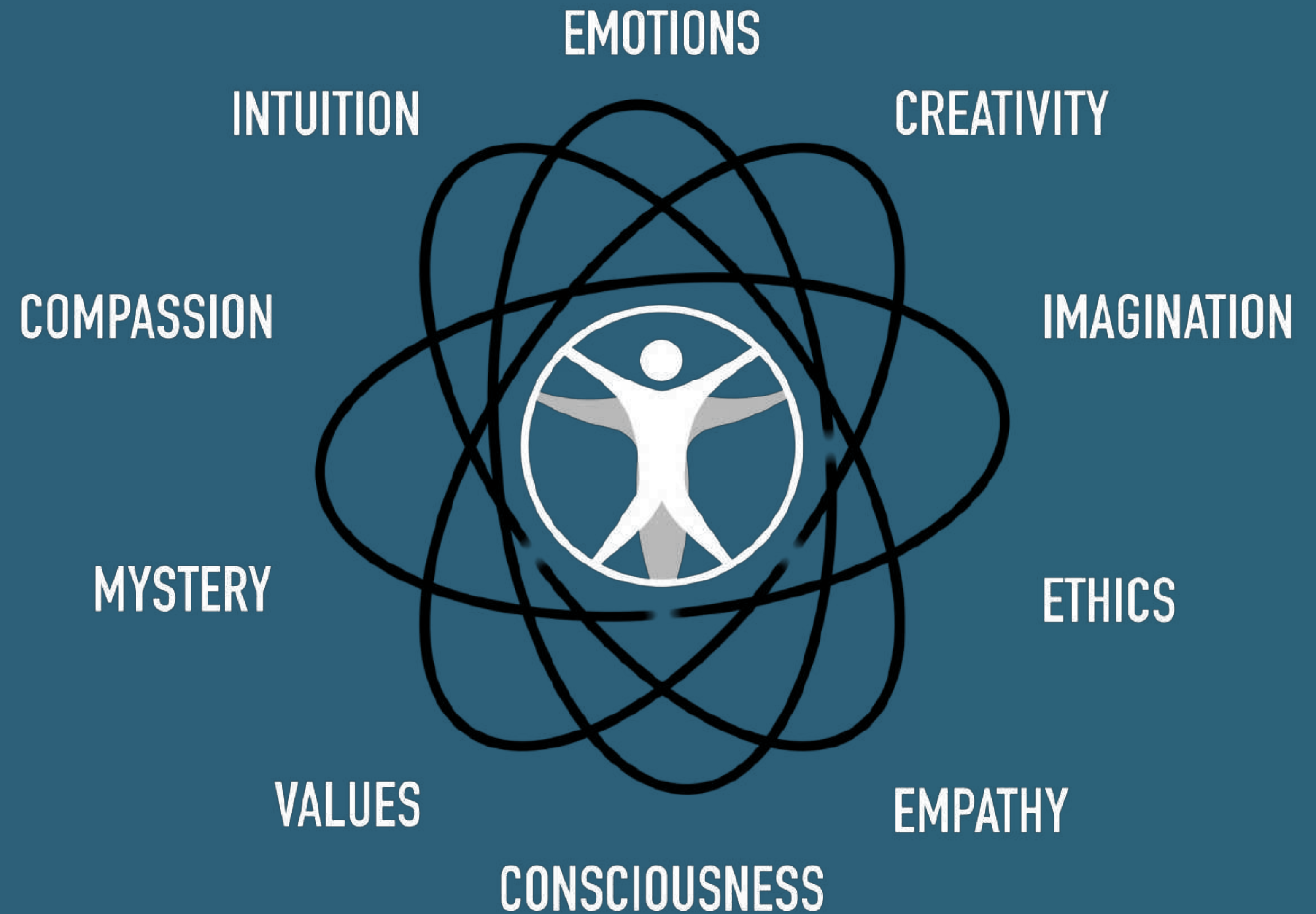
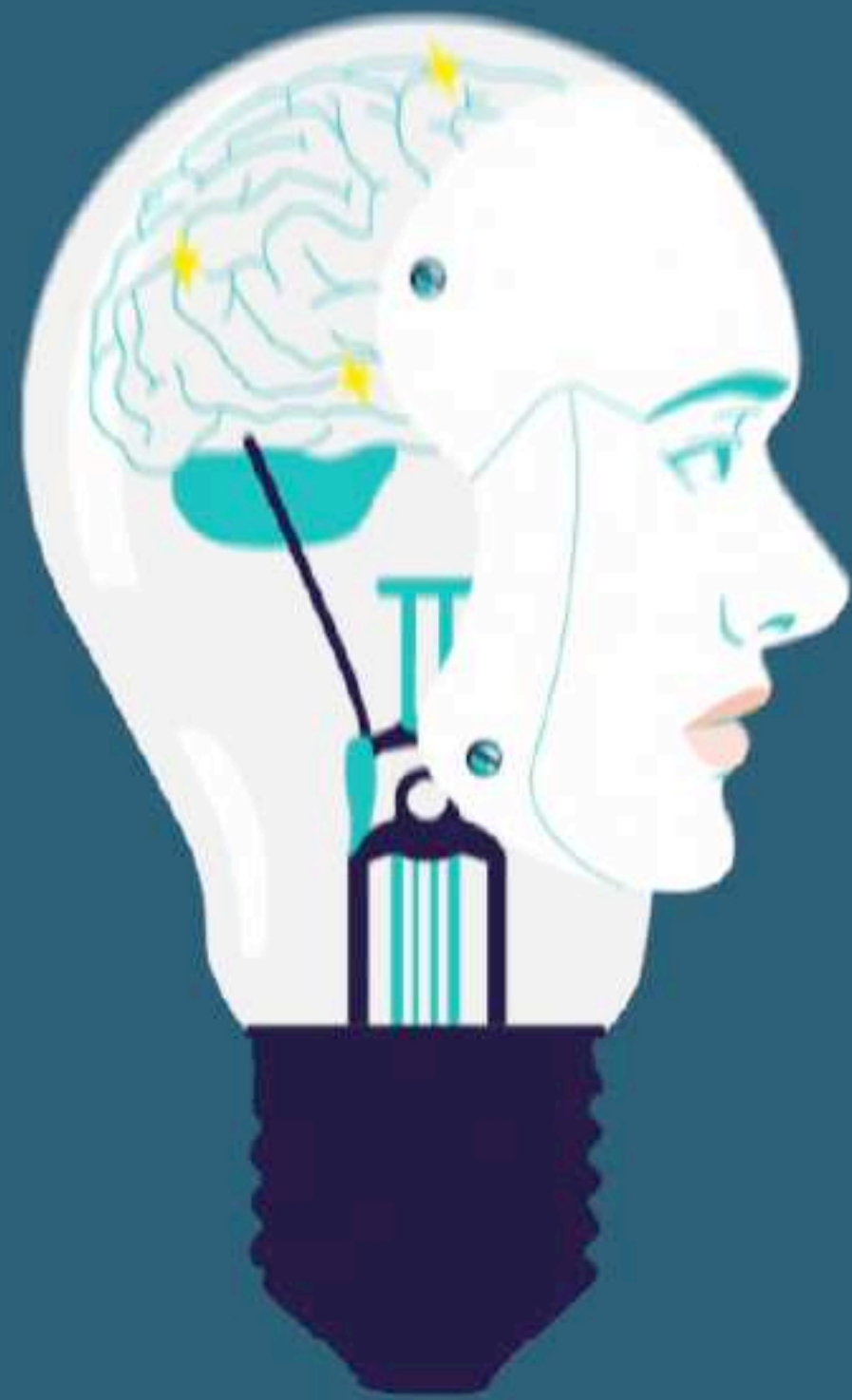
Generative AI has many potential implications for marketing in the travel industry. Some of these implications include:



- Generating personalized marketing materials, such as advertisements and social media posts, to promote travel packages and destinations
- Creating personalized recommendations for travel destinations and itineraries based on the preferences and interests of individual travelers
- Automating the creation of marketing content, such as product descriptions and customer testimonials, to reduce the time and cost of marketing efforts
- Generating predictive models for customer behavior and preferences to inform marketing strategies and target specific segments of the market
- Improving the effectiveness of marketing campaigns by using generative AI to generate and evaluate multiple options for marketing messages and tactics
- Providing personalized customer service responses to common inquiries and complaints, which can improve customer satisfaction and loyalty.

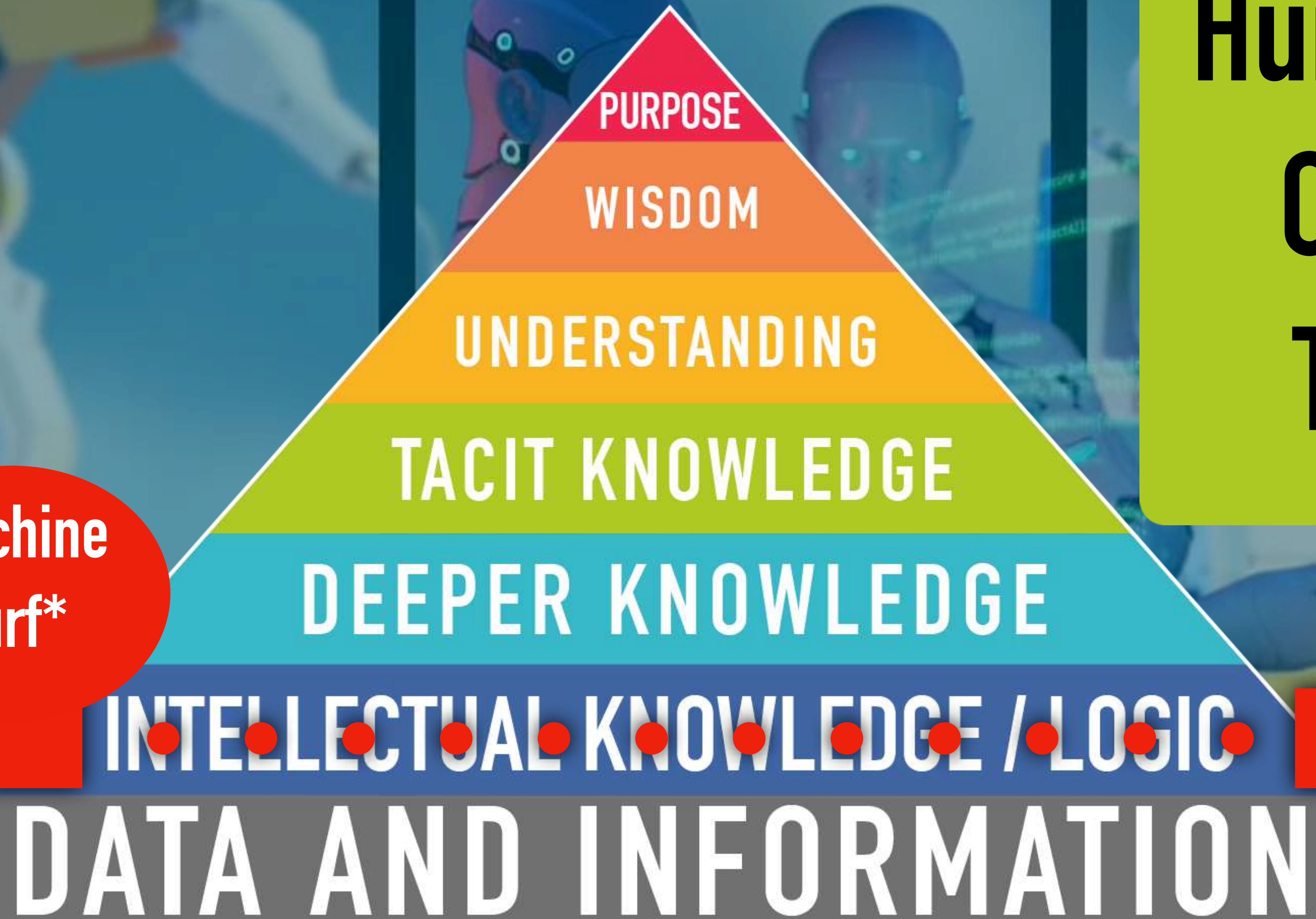
Overall, generative AI has the potential to greatly improve the efficiency and effectiveness of marketing in the travel industry by providing personalized and tailored experiences for travelers.

Reminder: Algorithms know the logic of everything but the feeling of nothing



**Human-
Only
Turf**

**Machine
Turf***



**DIGITAL
REVOLUTION**

**SUSTAINABILITY
REVOLUTION**

**PURPOSE
REVOLUTION**

**BUSINESS AS USUAL
IS DEAD
OR DYING**

EXTRACTION

BUSINESS AS USUAL
**IS DEAD
OR DYING**



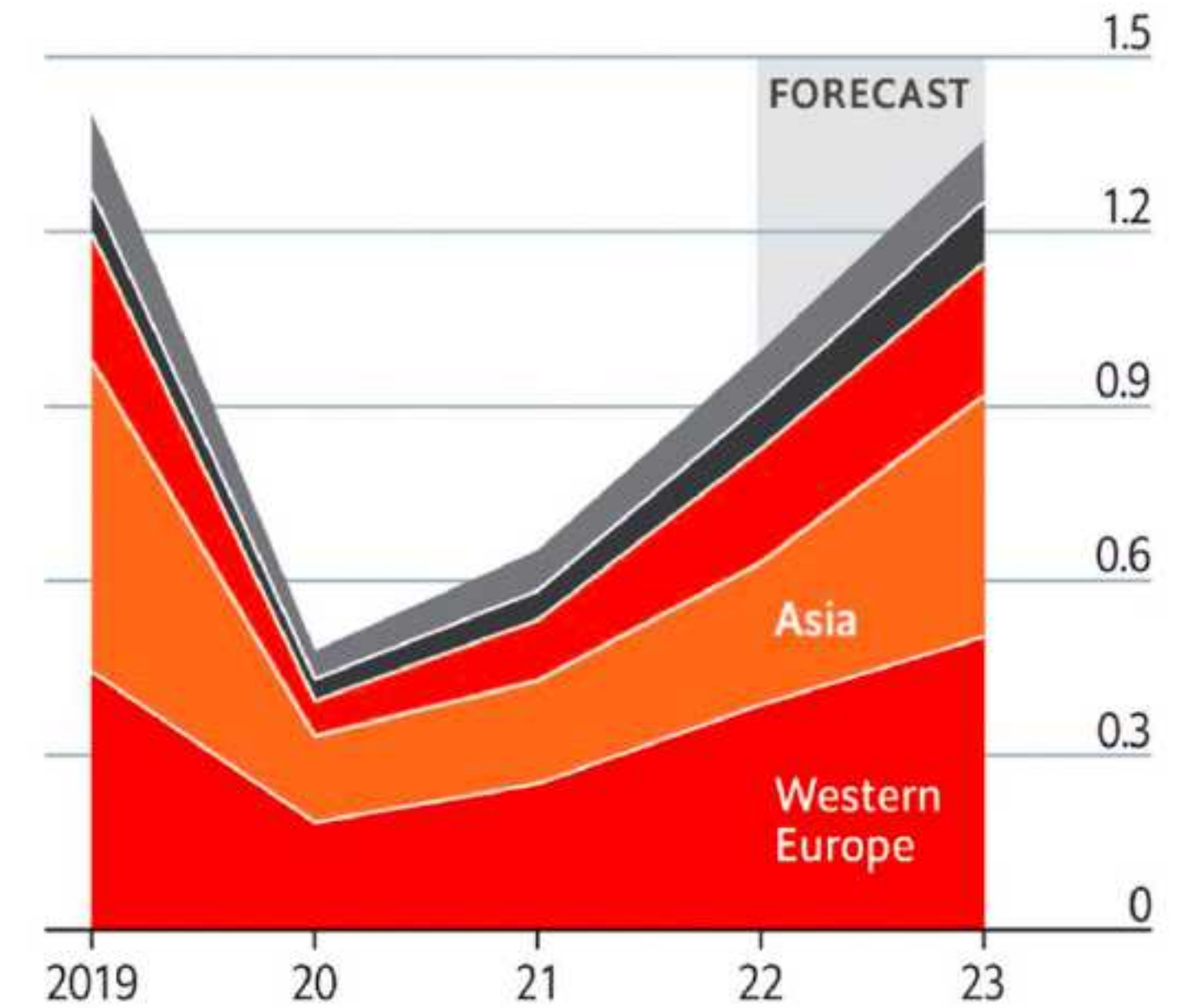
CREATION



Back with a vengeance

Spending by international tourists, \$trn

■ North America ■ Middle East and Africa ■ Other



Sources: World Tourism Organisation; EIU

The Economist

PARADIGM SHIFTS

BUSINESS AS USUAL
**IS DEAD
OR DYING**



MEGA-CHALLENGE

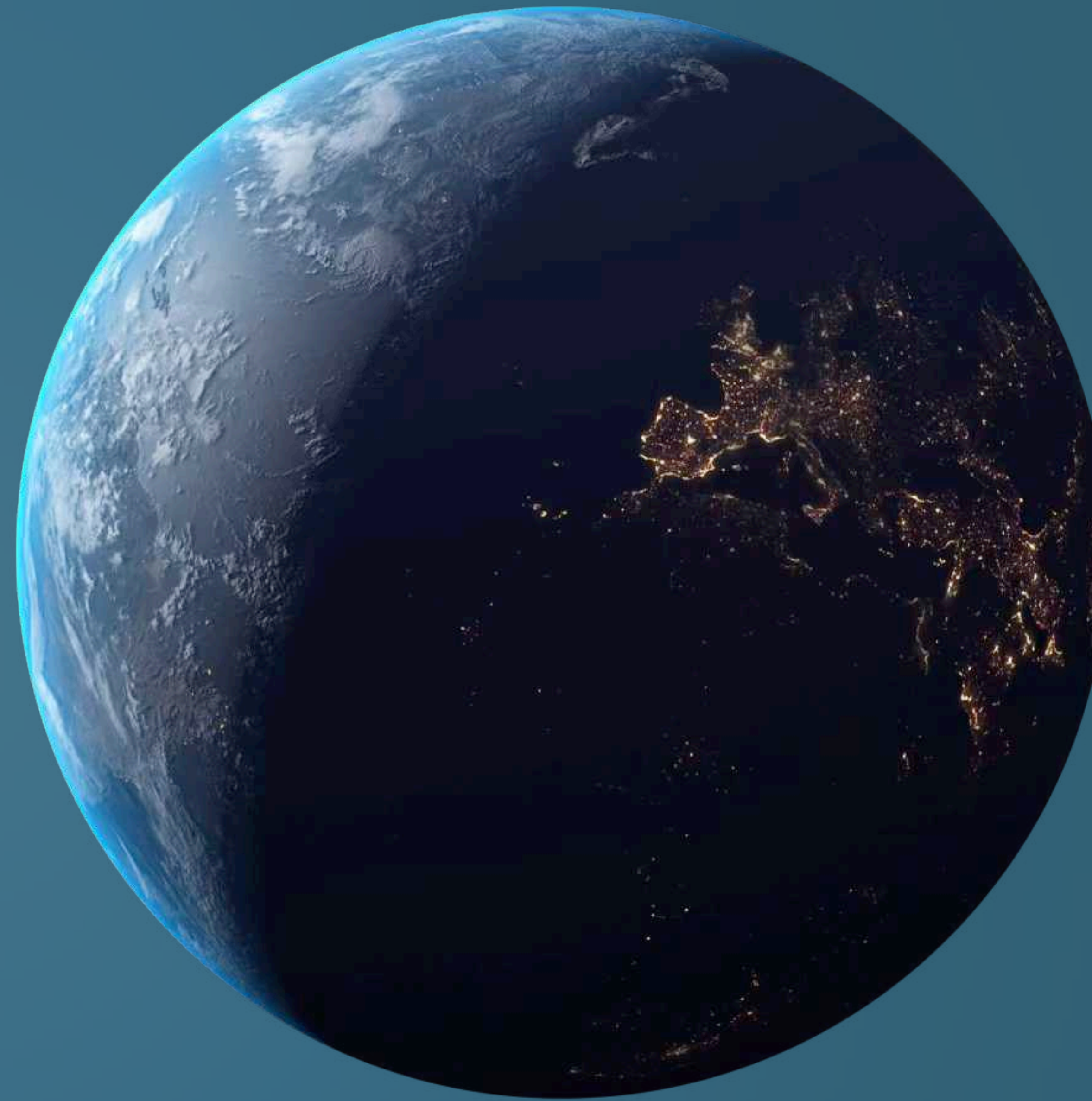
Economy → Climate
ENERGY

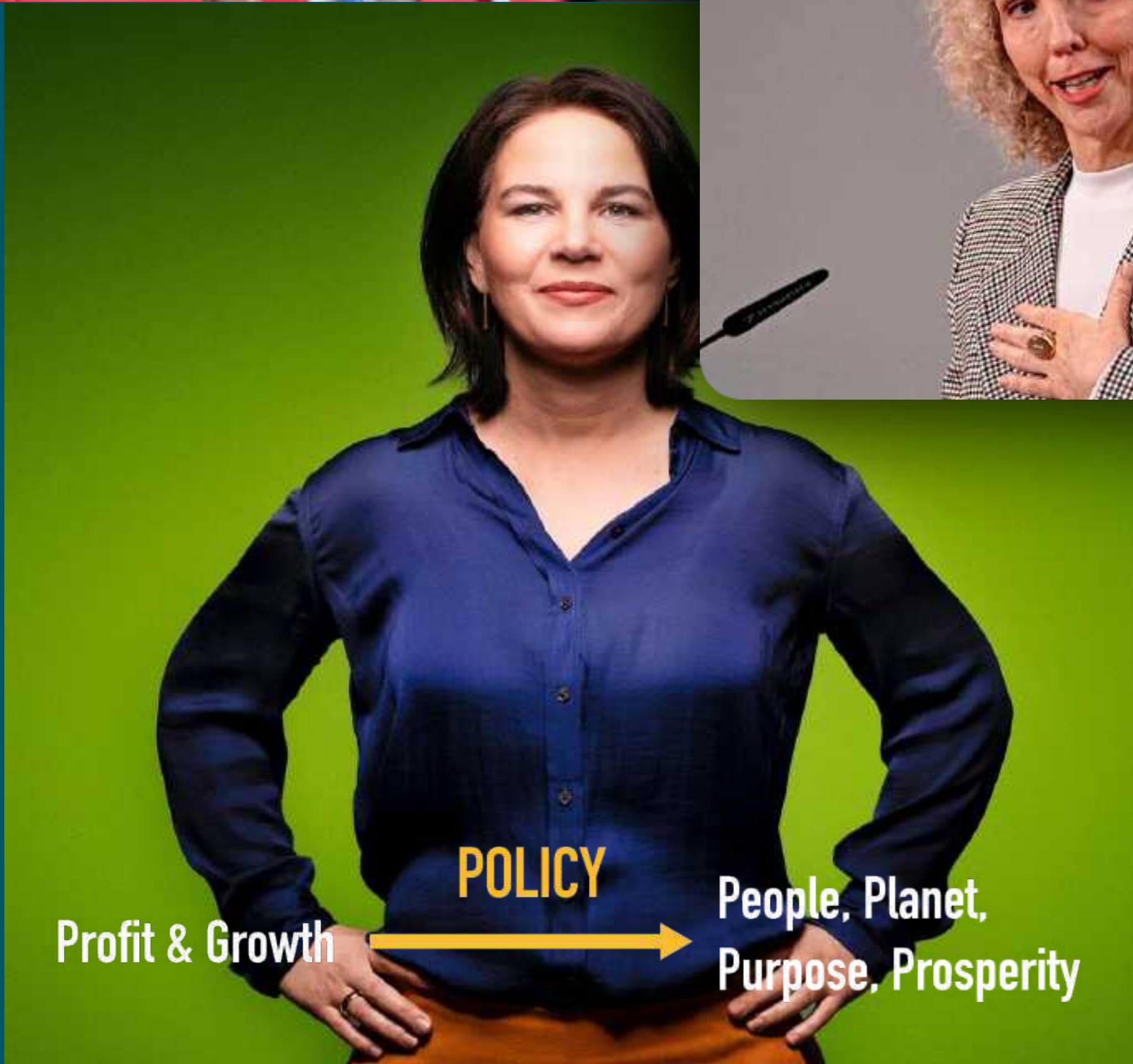
Carbon → Clean

Boomer-centric → Millennial-centric
CULTURE

Physical → Digital / Virtual
WORK

Profit & Growth → People, Planet,
Purpose, Prosperity
POLICY







United Nations
Climate Change

COP27
SHARM EL-SHEIKH
EGYPT



EGO

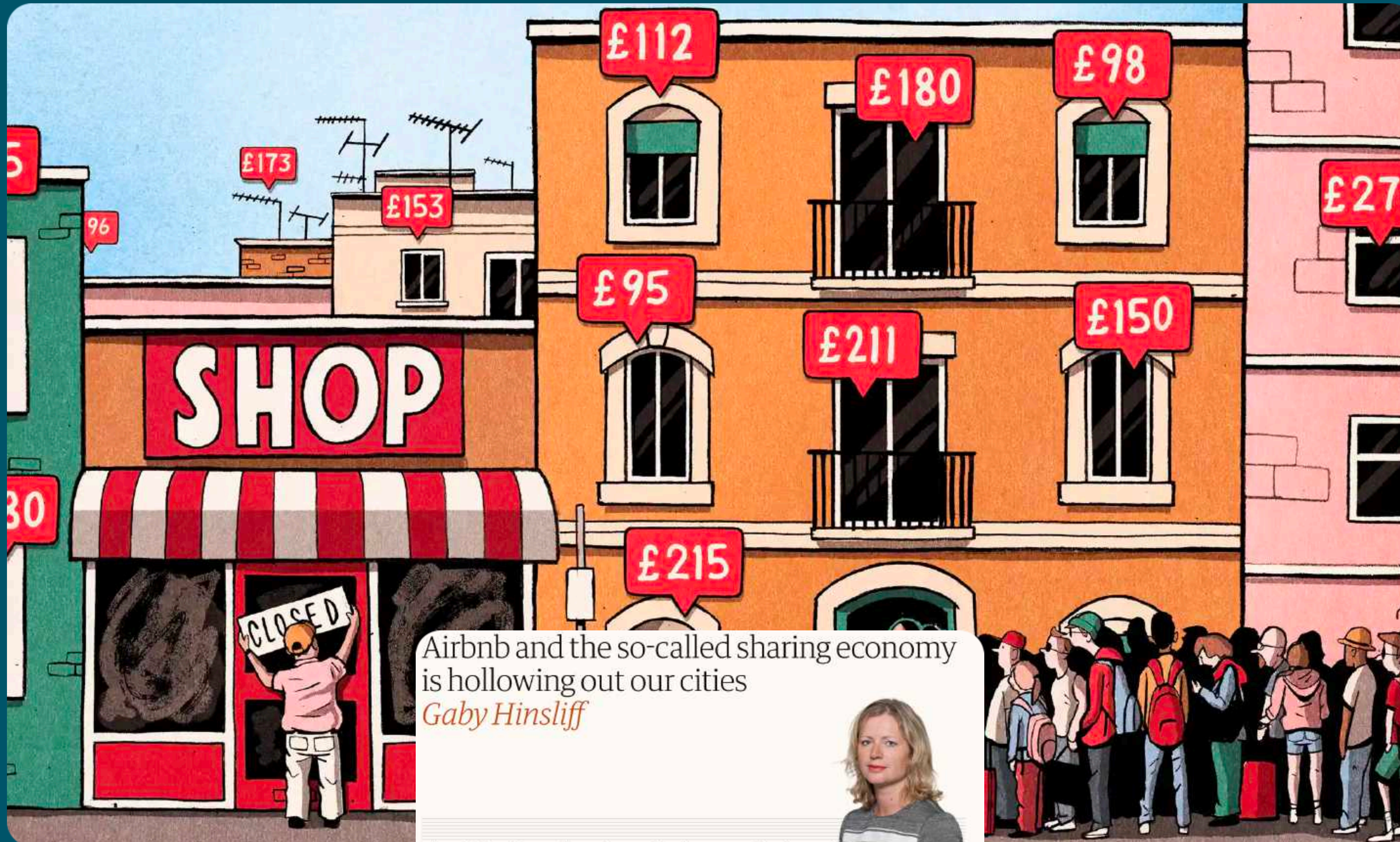
From EGO Systems to ECO Systems:

ECO

T&T is next!



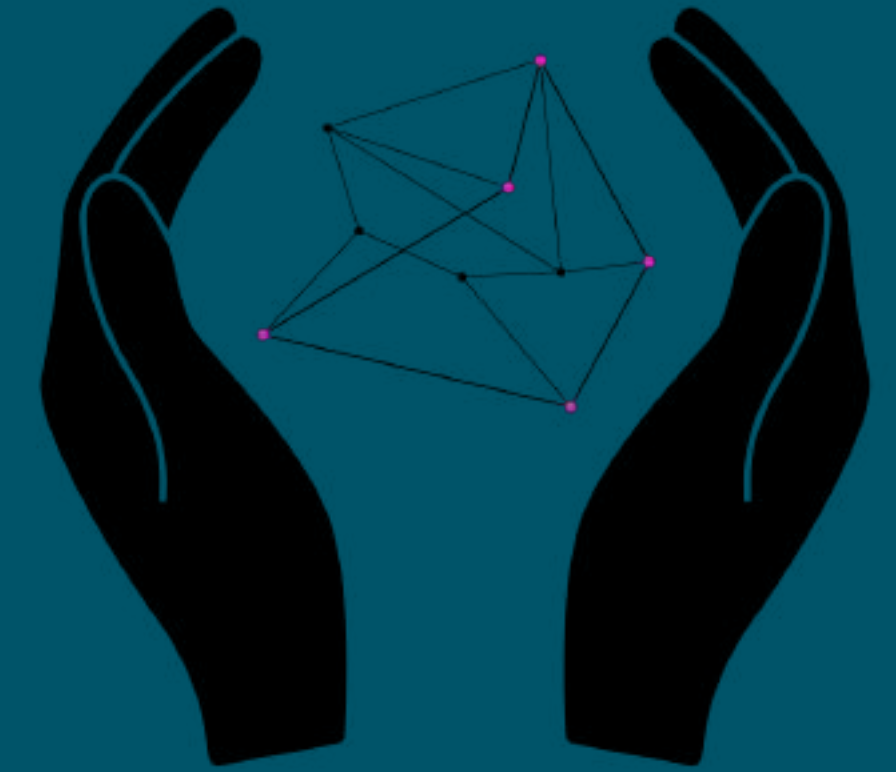
It's time to include the externalities (and pay the real cost)



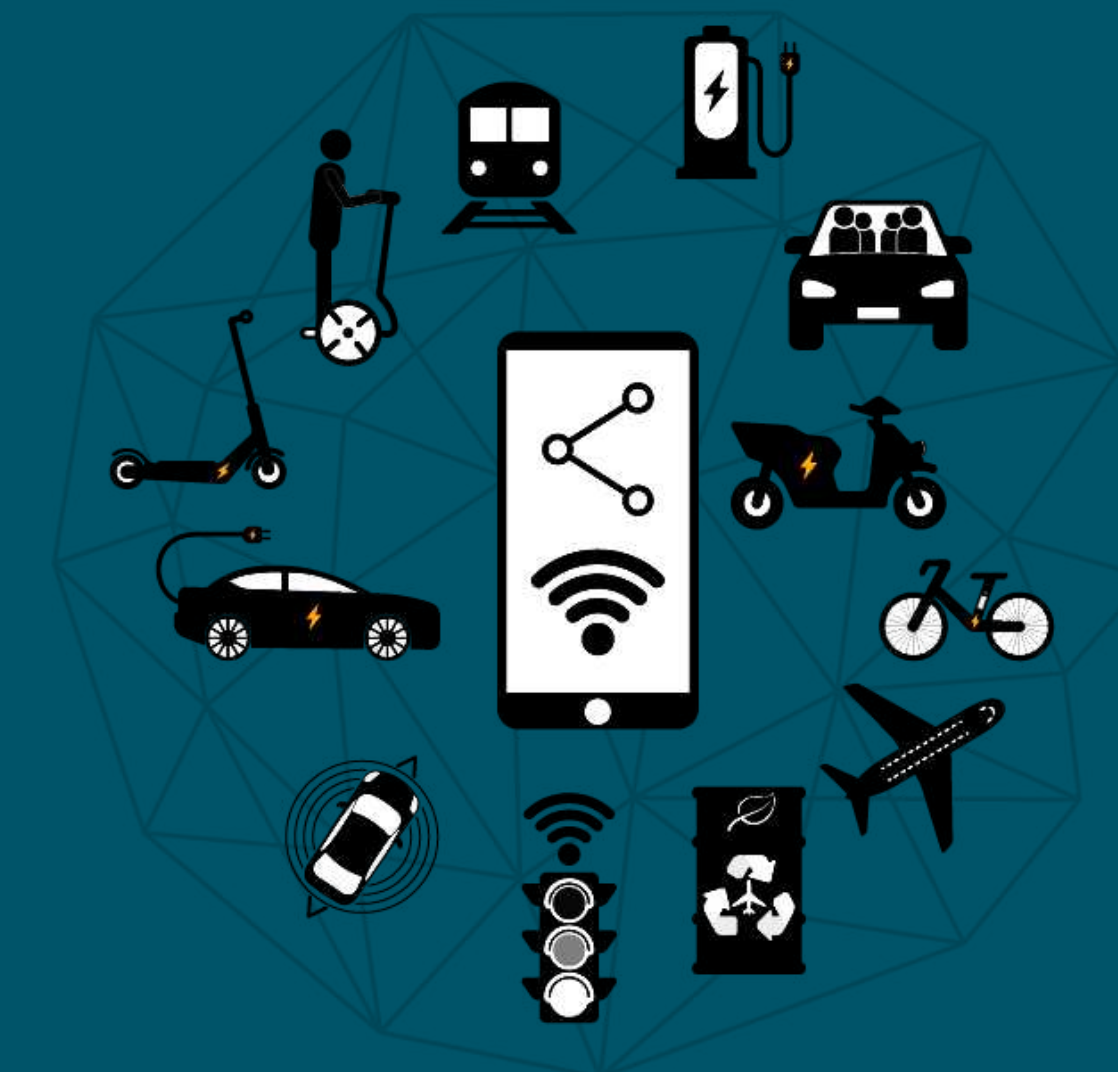
Airbnb and the so-called sharing economy
is hollowing out our cities
Gaby Hinsliff



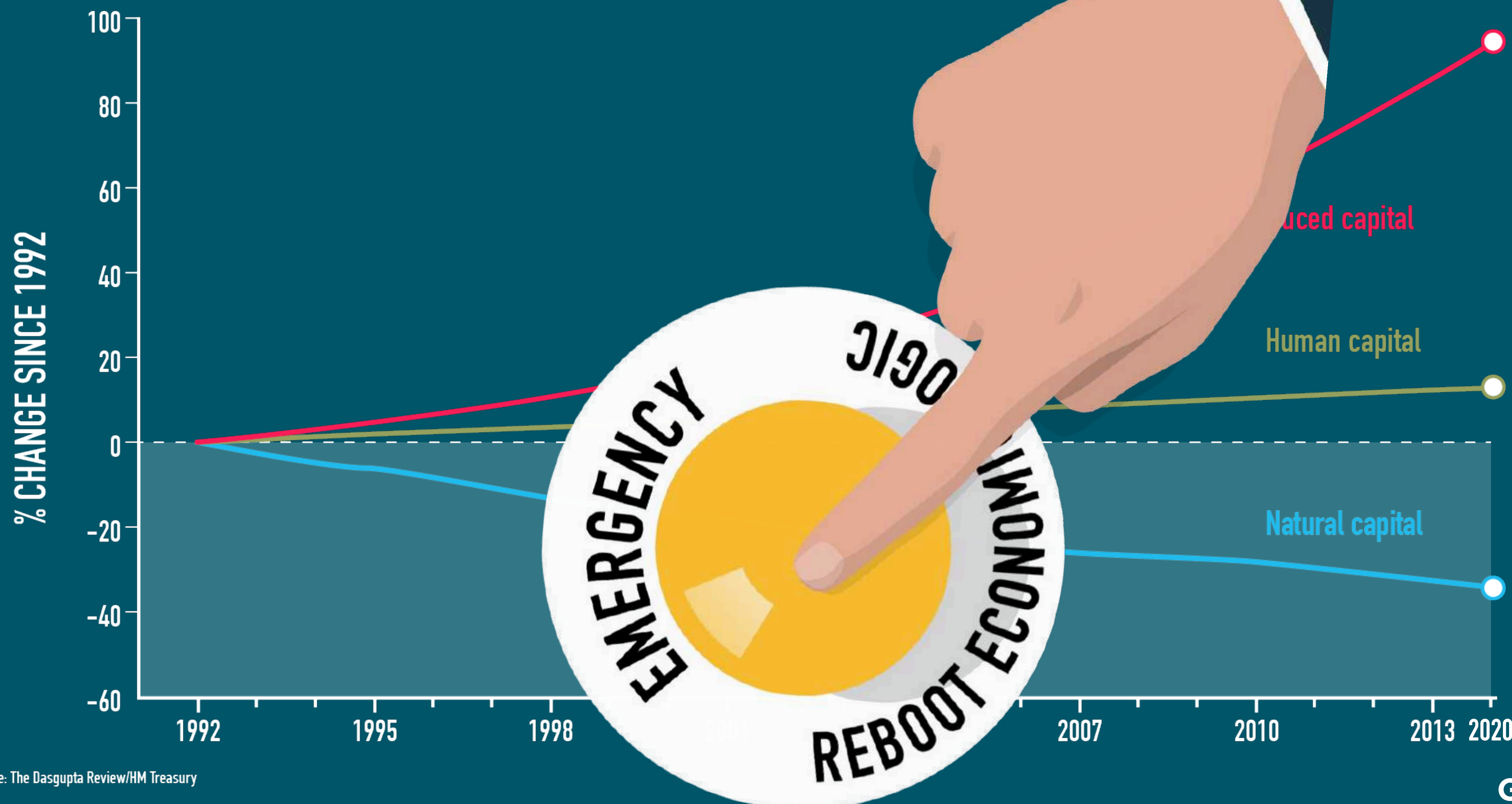
The plight of Barcelona shows the damage Airbnb can do,
exacerbating urban inequality and freezing out young locals



ECO



GLOBAL CAPITAL STOCKS PER CAPITA

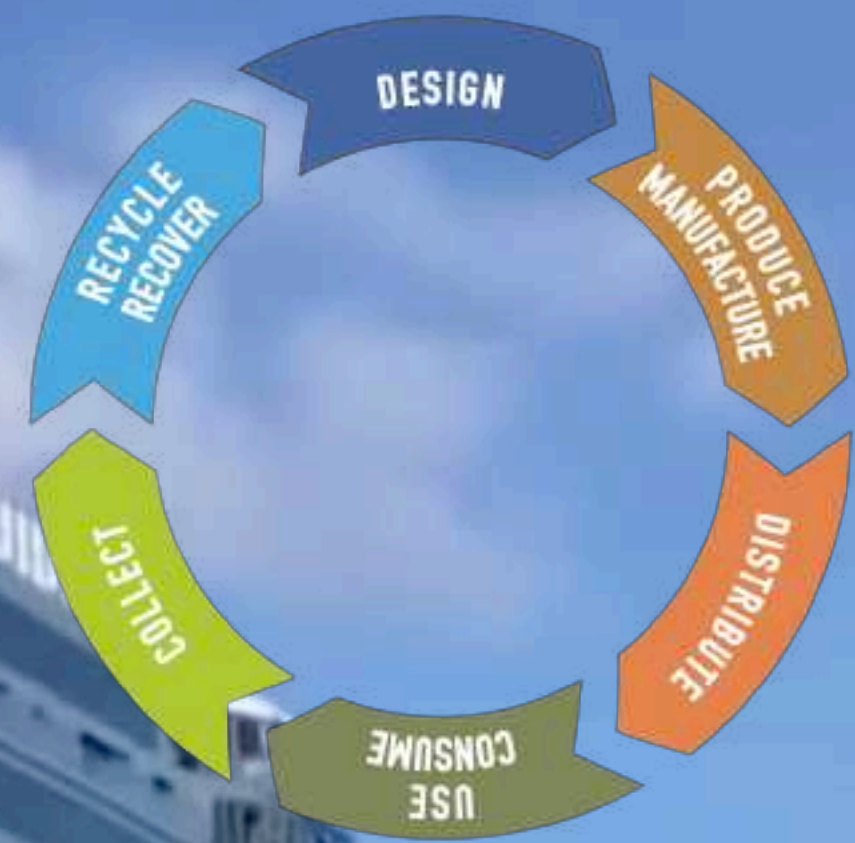


Source: The Dasgupta Review/HM Treasury

Degrowth? Circular, Sustainable, Equitable Growth



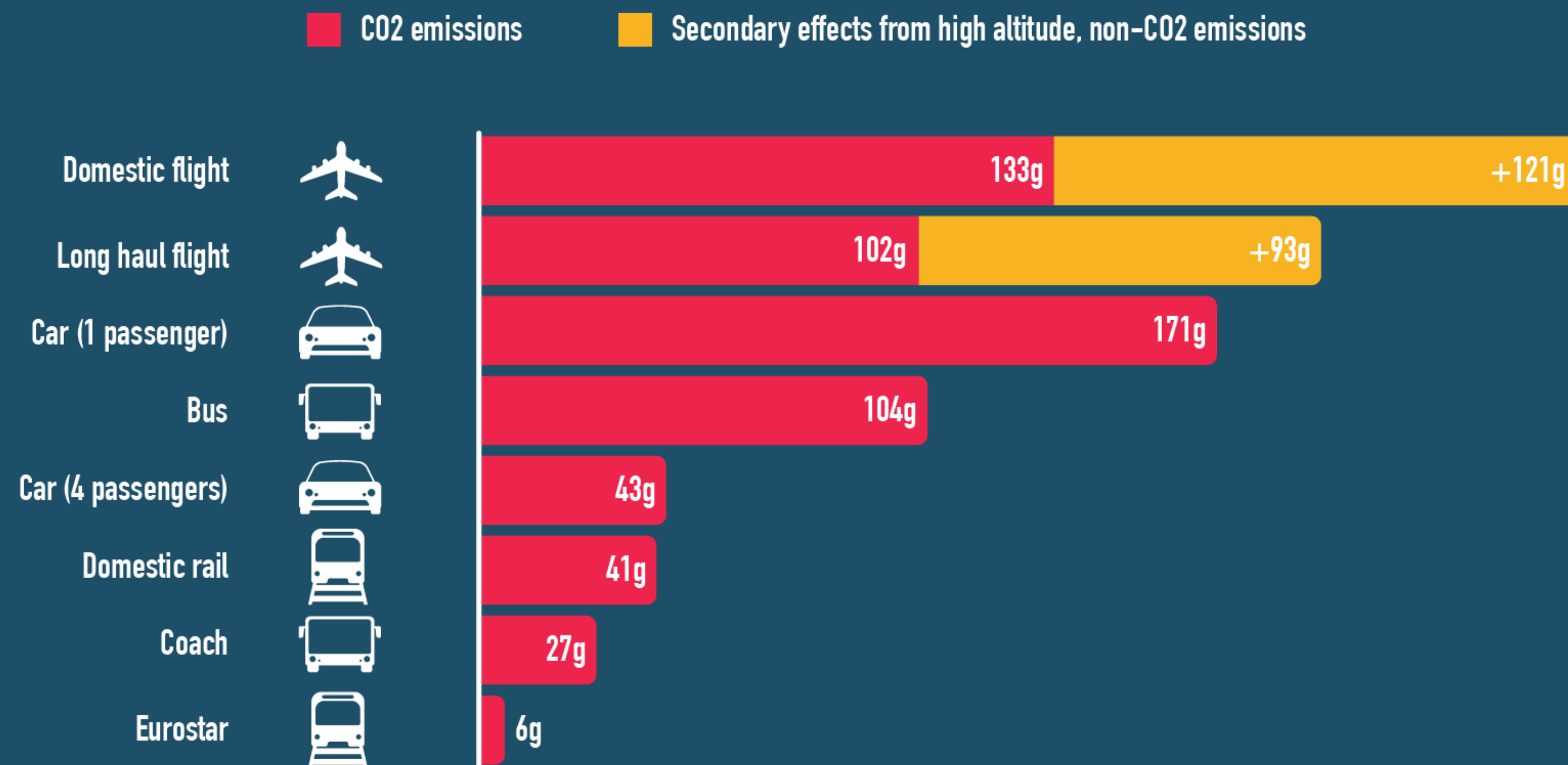
YOUTUBE: THE FINEST: 15 BIGGEST CRUISE SHIPS IN THE WORLD



MISSION: IMPOSSIBLE
MISSION: IMPOSSIBLE

The Future of Air Travel: A great example of what's ahead

EMISSIONS FROM DIFFERENT MODES OF TRANSPORT EMISSIONS PER PASSENGER PER KM TRAVELLED



Source: BEIS/Defra Greenhouse Gas Conversion Factors 2019

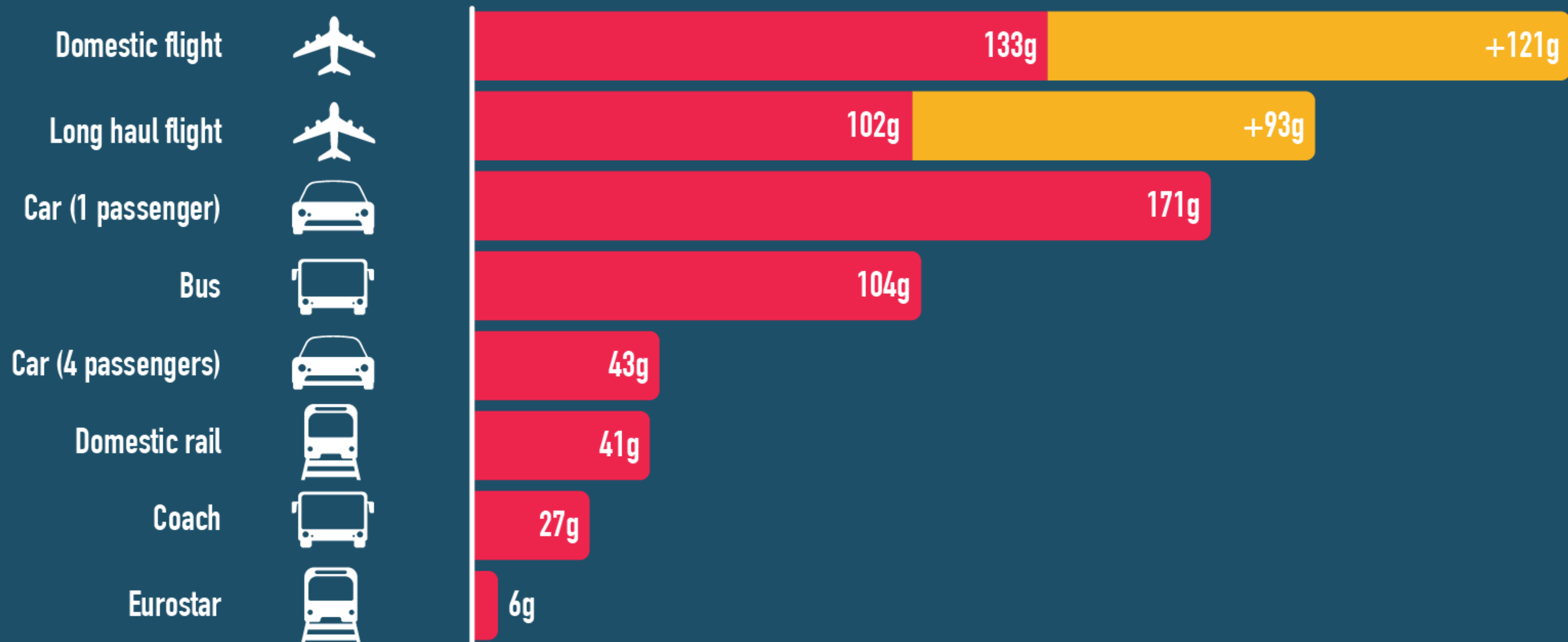
Note: Car refers to average diesel car

Gerd

EMISSIONS FROM DIFFERENT MODES OF TRANSPORT

EMISSIONS PER PASSENGER PER KM TRAVELLED

■ CO2 emissions ■ Secondary effects from high altitude, non-CO2 emissions



DISTRIBUTION OF FLYING ACTIVITY BY COUNTRY INCOME GROUPS

High income

Lower middle income

Upper middle income

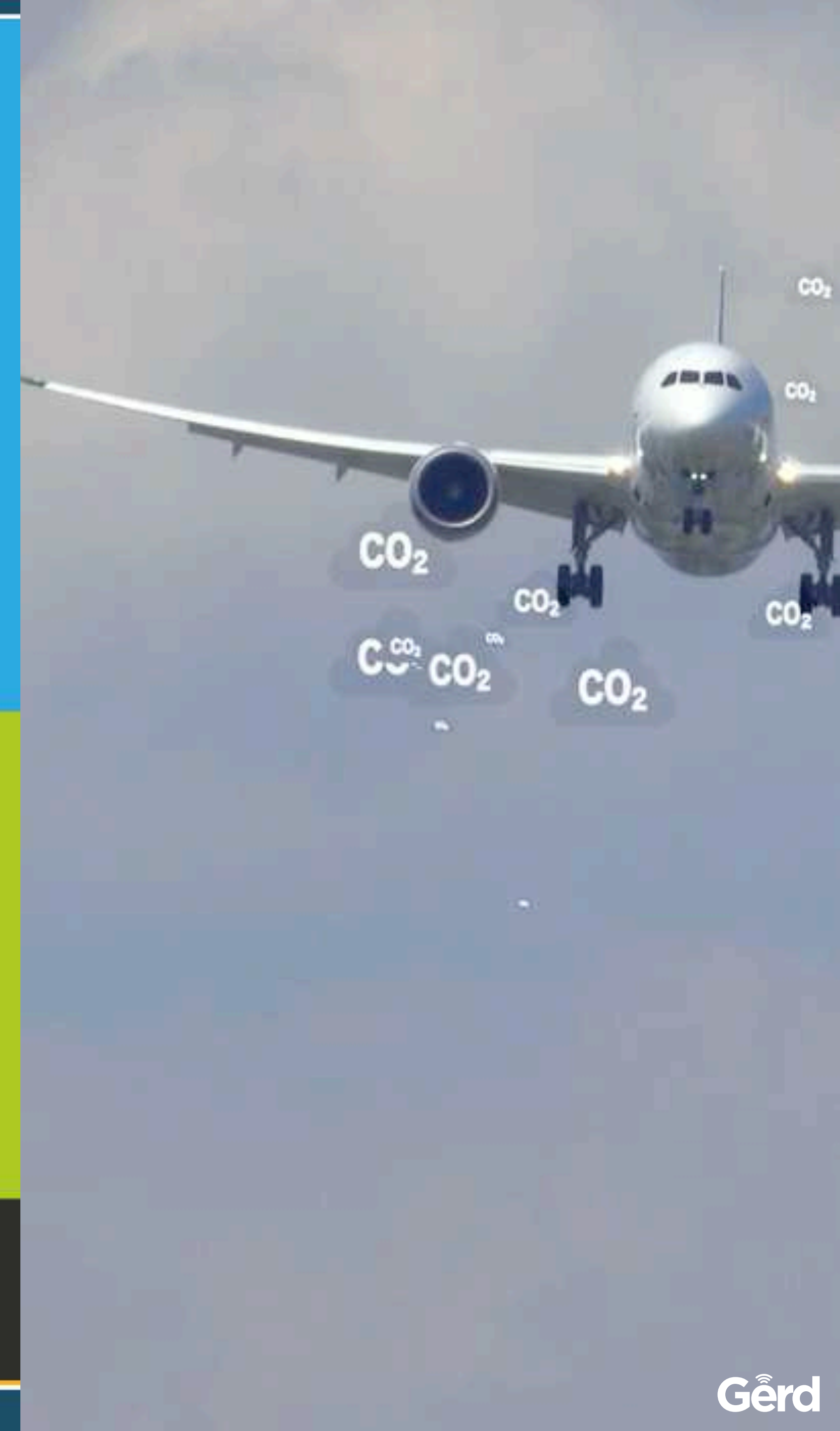
Low income

51%

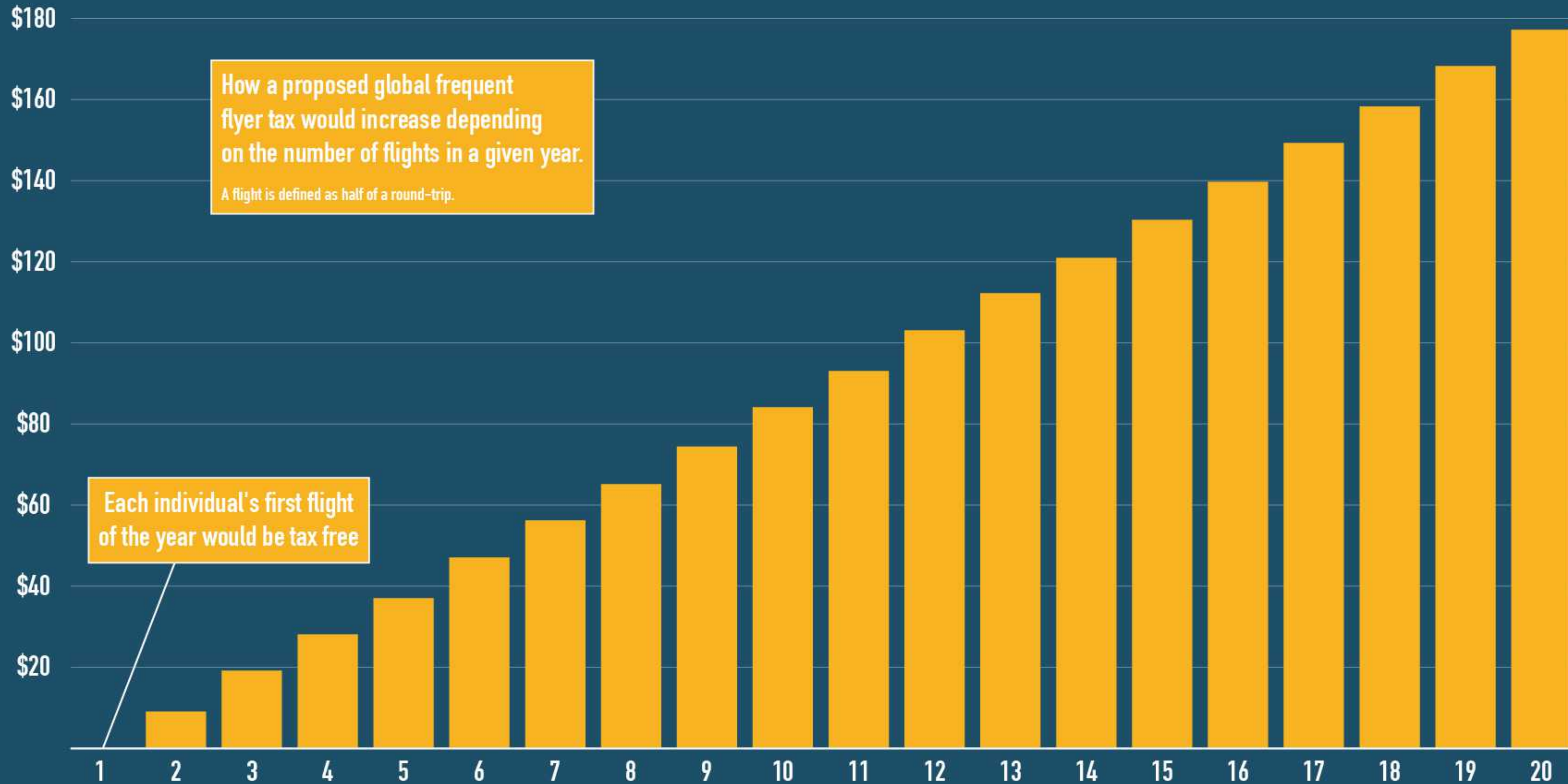
35%

13%

0.4%



AN INCREASING FREQUENT FLYER TAX



Mandatory and progressive carbon taxes on flights
Paying what it actually costs becomes the new normal
Shift to 'sustainable everything' will be key to success



PROFIT GROWTH



PEOPLE
PLANET
PURPOSE
PROSPERITY



Norway Set To Introduce More Restrictions On Cruise Ships

David Nickel • Feb 26, 2022,



Swiss Re cuts fossil fuel cover for oil, gas to protect climate

Simon Jessop

2 minute read March 17, 2022 7:34 PM GMT+1 Last Updated 9 months ago



University bans fossil fuel companies from recruiting students with careers service

It is believed to be first university to cut ties with oil and gas recruiters

Zoe Tidman • Wednesday 28 September 2022 12:34



New Paradigms
New Narratives
New Priorities
New Rules
New Skills
New €



Tourism
& Travel





Noah Smith

@Noahpinion

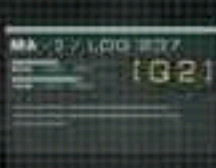


15 years ago, the internet was an escape from the real world. Now, the real world is an escape from the internet.

6:46 PM · 28 Aug 17

76066 19357 08 821 530739 68071 208
58087 97444 95 0281399 32310 86280 21 007041

ANALYSIS PROCESSING DATA
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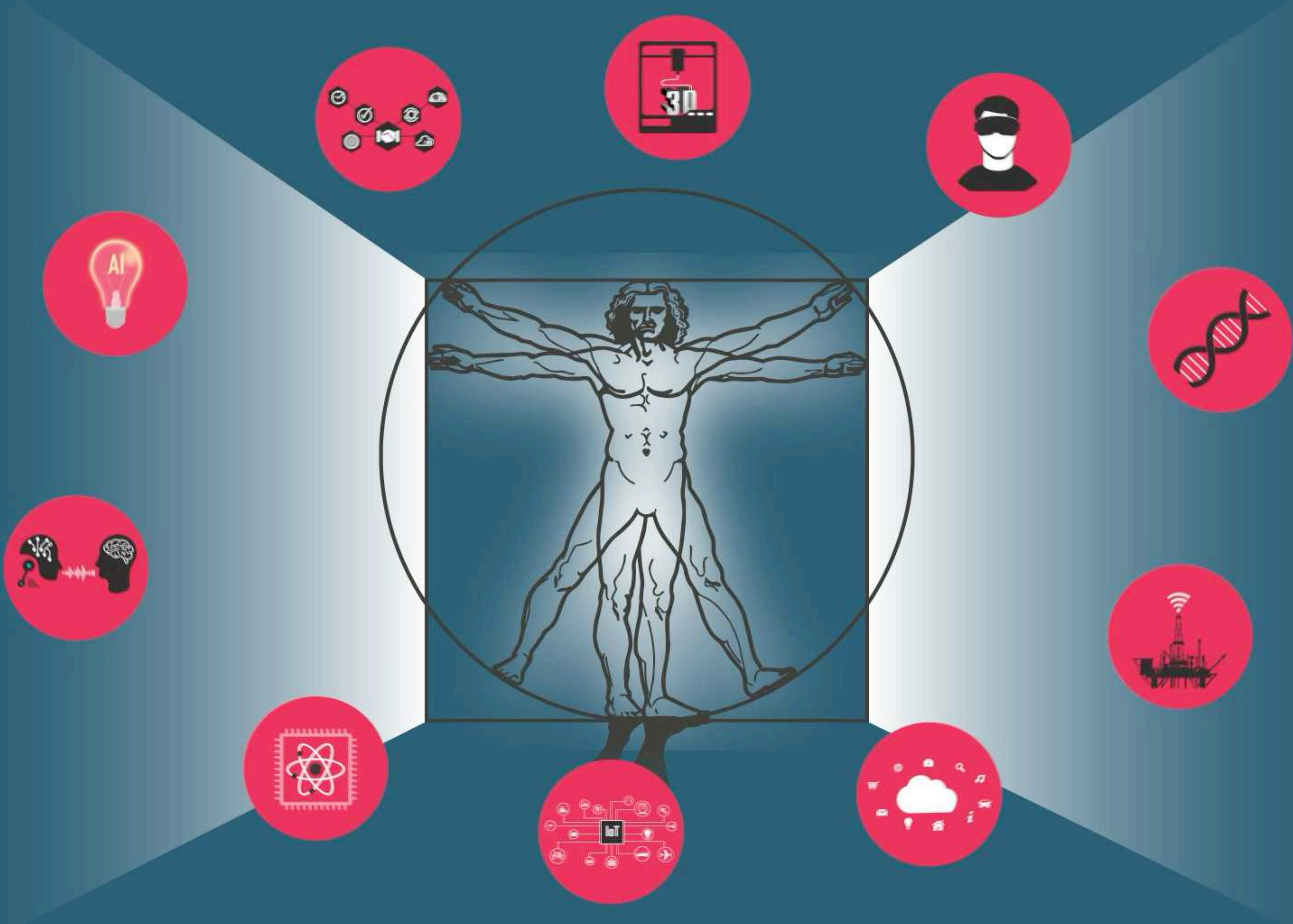
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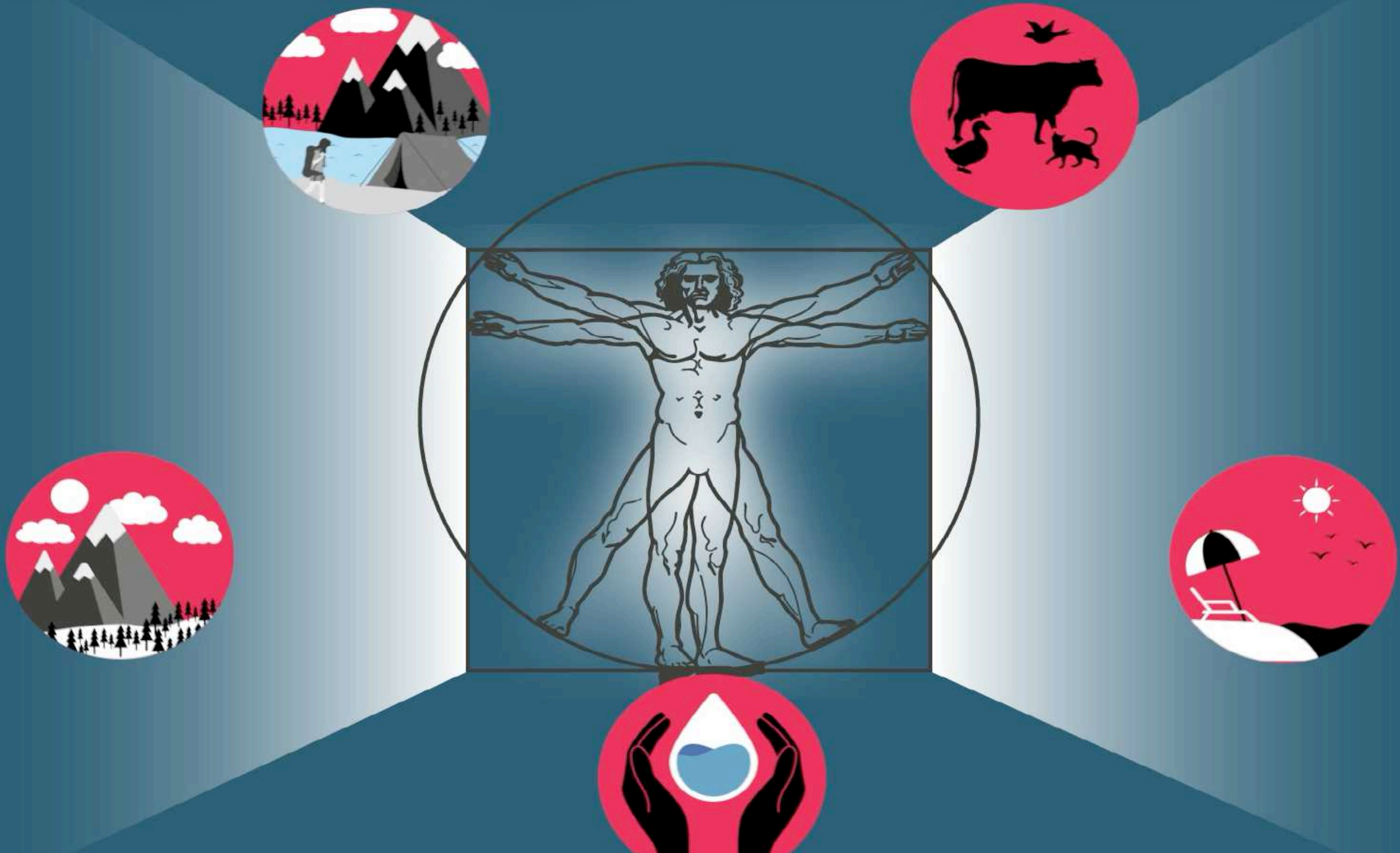
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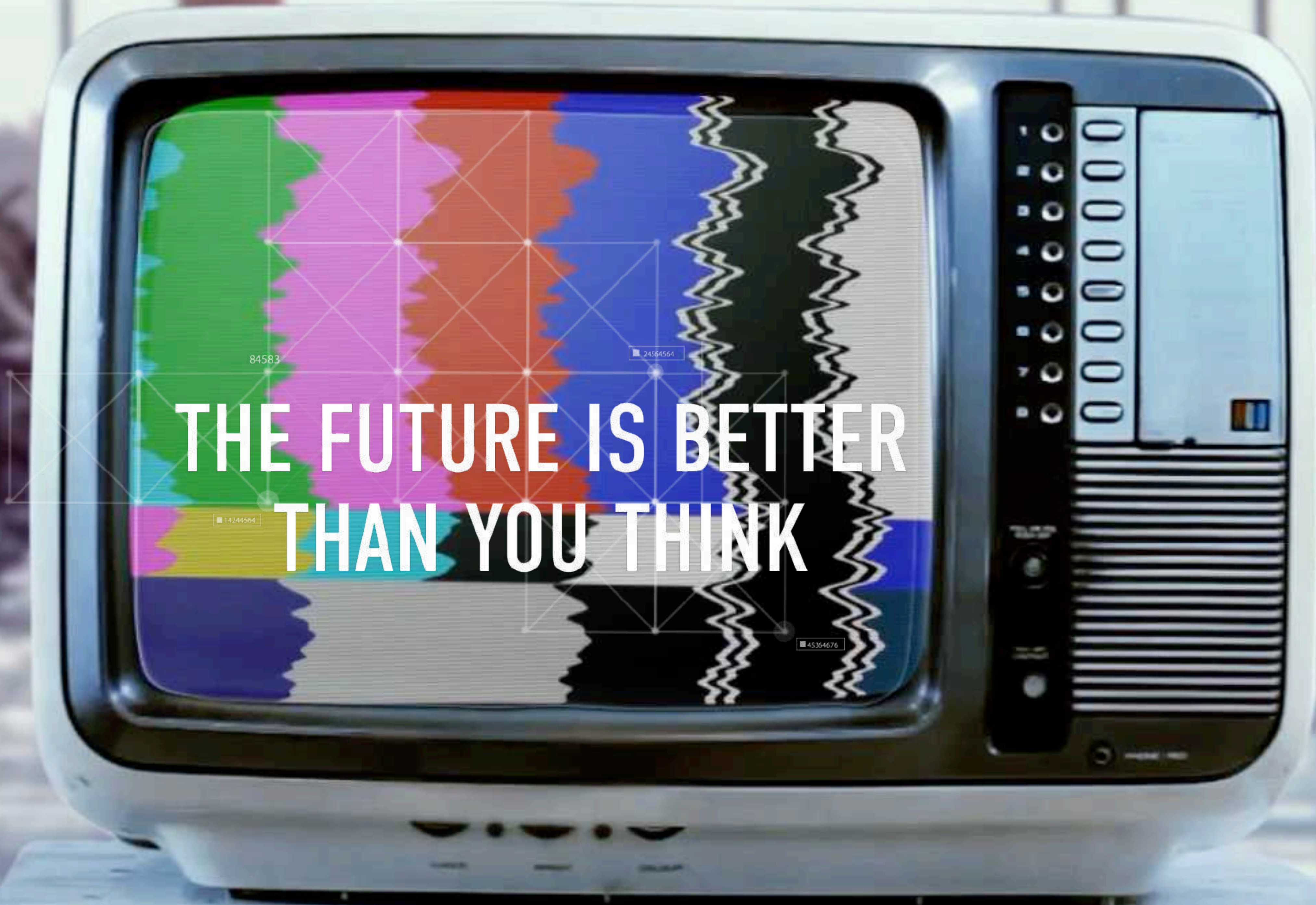


Re-Wilding | Re-Connecting | Re-Humanising: **A Human Renaissance**



The MetaPERverse





THE FUTURE IS BETTER
THAN YOU THINK

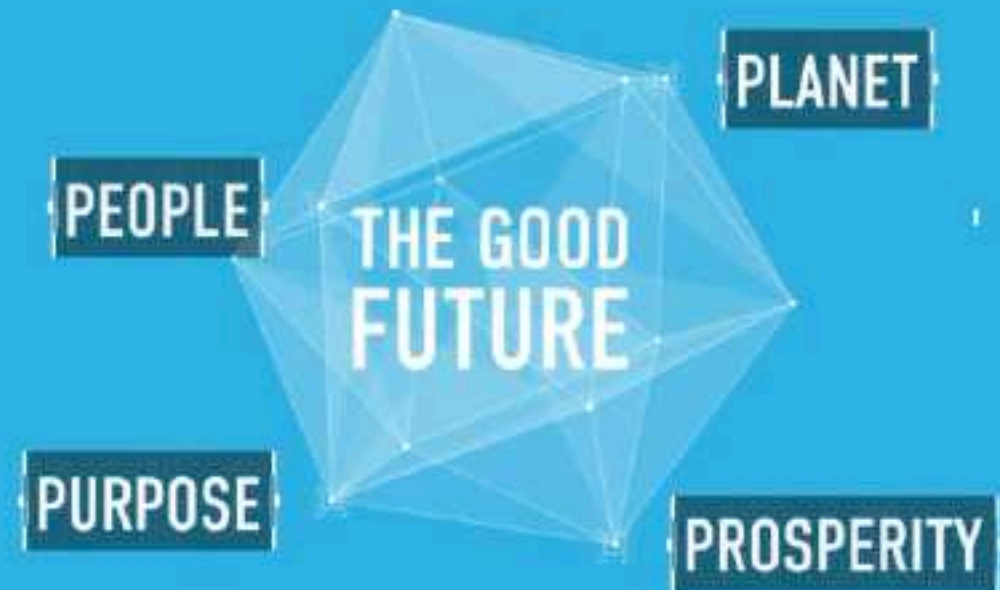
DIGITAL REVOLUTION



SUSTAINABILITY REVOLUTION



PURPOSE REVOLUTION



The Future Mindset



VOLATILITY



UNCERTAINTY



COMPLEXITY



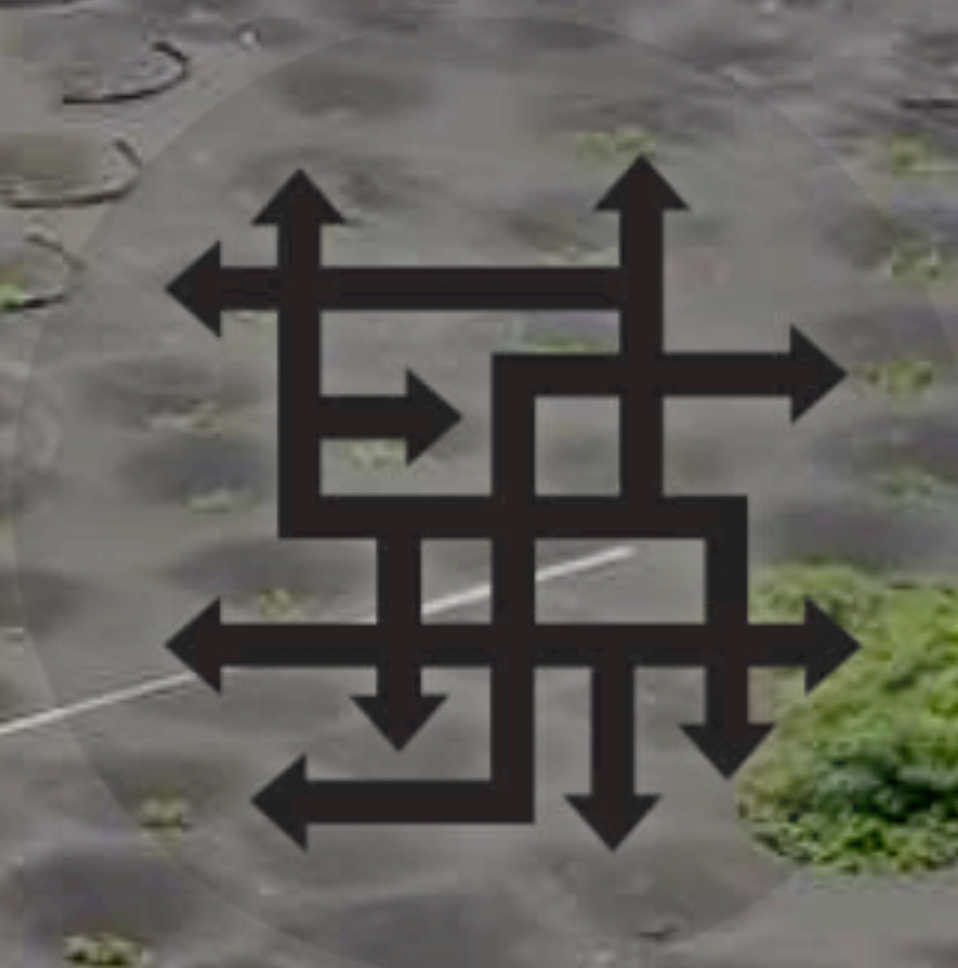
AMBIGUITY



VOLATILITY



UNCERTAINTY



COMPLEXITY



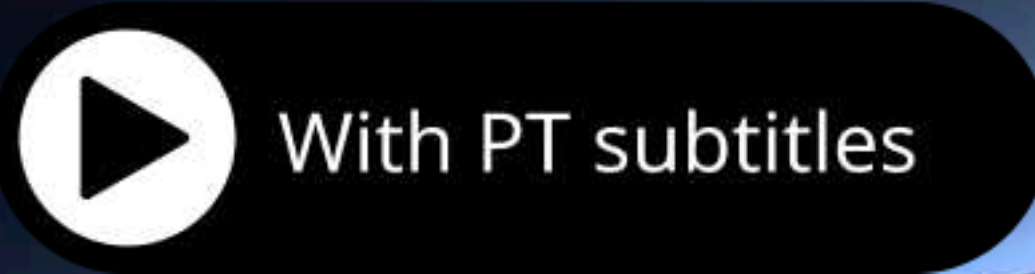
AMBIGUITY

“We are to be architects of the future, not its victims”

(Buckminster Fuller)

- Don't go into the future based on fear: Optimism is **EXISTENTIAL**
- Get to the future b4 your customers – and greet them when they arrive!
- Move beyond extracting value – create new values, think circular
- Digital Revolution: provide new, unique, added value services
- Sustainable Revolution: go all-in on decarbonisation & sustainability
- Purpose Revolution: the 4Ps: relationships, experiences, engagement

Muito obrigado for your time and attention!



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